

| Ref # | Hits | Search Query | DBs | Default Operator | Plurals | Time Stamp |
|-------|------|--|-----------------|------------------|---------|------------------|
| L1 | 150 | (media near2 player) and target\$ and demographic\$ and advertisement\$ | US-PGPUB; USPAT | OR | OFF | 2005/01/24 09:01 |
| L2 | 1 | (media near2 player) and target\$ and demographic\$ and advertisement\$ and ((media near2 genre) same demographic\$) | US-PGPUB; USPAT | OR | OFF | 2005/01/24 09:04 |
| L3 | 3 | (media near2 player) and target\$ and demographic\$ and advertisement\$ and ((media same genre) same demographic\$) | US-PGPUB; USPAT | OR | OFF | 2005/01/24 09:05 |
| L4 | 7 | (media near2 player) and demographic\$ and advertisement\$ and ((media same genre) same demographic\$) | US-PGPUB; USPAT | OR | OFF | 2005/01/24 09:29 |
| L5 | 5 | "advertisement server" and location and targeted and demographics and relevance | US-PGPUB; USPAT | OR | OFF | 2005/01/24 09:30 |
| L7 | 0 | advertisers same upload same advertisements same control same schedule | US-PGPUB; USPAT | OR | OFF | 2005/01/24 09:53 |
| L8 | 1 | advertisers same upload same advertisements and (control same schedule) | US-PGPUB; USPAT | OR | OFF | 2005/01/24 09:54 |
| L9 | 10 | advertisers same upload same advertisements | US-PGPUB; USPAT | OR | OFF | 2005/01/24 09:55 |
| L10 | 4 | advertisers same (upload near3 advertisements) | US-PGPUB; USPAT | OR | OFF | 2005/01/24 10:07 |
| L11 | 40 | "media player" and skins | US-PGPUB; USPAT | OR | OFF | 2005/01/24 10:08 |
| L12 | 0 | "media player" and "skin server" | US-PGPUB; USPAT | OR | OFF | 2005/01/24 10:09 |
| L13 | 2 | "media player" and (server near3 skin\$) | US-PGPUB; USPAT | OR | OFF | 2005/01/24 10:09 |
| L14 | 26 | "media player" and (server same skin\$) | US-PGPUB; USPAT | OR | OFF | 2005/01/24 10:11 |
| L15 | 2 | "skin server" | US-PGPUB; USPAT | OR | OFF | 2005/01/24 10:43 |
| L16 | 24 | skin\$ near2 server | US-PGPUB; USPAT | OR | OFF | 2005/01/24 10:12 |
| L17 | 4395 | 707/10.ccls. | US-PGPUB; USPAT | OR | OFF | 2005/01/24 10:43 |
| S1 | 1 | "media server" and "advertisement server" and (online same media same player) and (support\$ near3 advertisement\$) | US-PGPUB; USPAT | OR | OFF | 2005/01/23 19:13 |

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|----|----|--|-----------------|----|-----|------------------|
| S2 | 0 | (advertising near2 schedule\$) and (online same media same player) and (support\$ near3 advertisement\$) | US-PGPUB; USPAT | OR | OFF | 2005/01/21 21:53 |
| S3 | 0 | (advertis\$ near2 schedule\$) and (online same media same player) and (support\$ near3 advertisement\$) | US-PGPUB; USPAT | OR | OFF | 2005/01/21 21:54 |
| S4 | 1 | (advertis\$ same schedule\$) and (online same media same player) and (support\$ near3 advertisement\$) | US-PGPUB; USPAT | OR | OFF | 2005/01/21 21:54 |
| S5 | 25 | (advertis\$ same schedule\$) and (media same player) and (support\$ near3 advertisement\$) | US-PGPUB; USPAT | OR | OFF | 2005/01/21 21:54 |
| S6 | 12 | "media server" and "advertisement server" and stream and targeted | US-PGPUB; USPAT | OR | OFF | 2005/01/24 09:53 |